



April 30, 2014

Holly L. Wolcott, City Clerk
Office of the City Clerk
200 North Spring Street, Room 224
Los Angeles, CA 90012

Subject: East Hollywood BID 1st Quarter Report

Dear Ms. Wolcott:

Attached please find the quarterly report for the East Hollywood BID for the 1st Quarter of 2014. Below, I have included a table with the information about expenditures for the BID in the 1st Quarter, and a copy of the March financial statement. A copy of our quarterly newsletter will be sent out under separate cover.

Activities for the 1st quarter included regularly scheduled monthly meetings of the Board of Governors in January, February and March. The BID's Nominating Committee also met in January. At the BID's Annual meeting in January, Governor's Anil Jain, Jaques Massachi, Michael Swanson, Ellen Zaman, and Jeff Zarrinam were elected to serve two year appointments to the BID Board of Governors.

The Board also established a Security Subcommittee to work with the District's hospitals regarding security concerns and issues with homeless encampments throughout the BID. Additionally, the Board continued planning efforts for the grant awarded during the Metro Call for Projects, to fund street medians along Vermont Avenue in hopes of calming traffic and enhancing the pedestrian experience in this highly traveled area of the city. The Vermont corridor is home to several major institutions including the Braille Institute, LA City College, Kaiser Permanente, and Children's Hospital all of which would benefit from the pedestrian safety enhancements proposed by the BID. The BID has also continued its efforts to improve the street-scape along the Vermont Corridor with the continuation of its tree planting and maintenance program which began at the end of 2011. The BID has assumed responsibility for the watering and general upkeep of over 70 trees along Vermont Avenue as well as maintenance of the Vermont Triangle at the intersections of Hollywood Blvd., Prospect St. and Vermont Ave.

A report on specific budget line expenditures follows:

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Budget Line Item #1 – Streetscape

Expenditures of \$12,601 were made in this category to HBT/LA for the BID's regular streetscape services including tree care and pruning. In addition to the regular January and February payments, past due invoices for November and December of 2013 were also paid in this quarter as a result of late billing from our cleaning contractor.

Budget Line Item #2 - Maintenance

The cleaning/beautification contract with HBT calls for maintenance services within the BID including trash removal, sidewalk cleaning, and overall maintenance of the Vermont Triangle. Expenditures were made in this category for the January and February streetscape services. Past due invoices for November and December of 2013 were also paid in this quarter as a result of late billing from our cleaning contractor. A \$400 payment was made to Urban Tree Care for stump grinding.

Budget Line Item #3 – Administration and Advocacy

The administrative services contract with the Hollywood Chamber of Commerce calls for \$6250 in quarterly fees for administration of the BID. Additional monthly payments of \$384 were made in January, February, and March to the BID's accountant, Joe Gallardo, CPA. An expenditure of \$2000 was made in this category to Wildan Financial Services for additional administrative services and approximately \$1000 went to Wright Color Graphics for the purchase of BID letterhead.

Budget Line Item #4 – Marketing and Promotion

A payment was made to Ritz Uniforms for the purchase of T-shirts for BID cleaning crews.

Budget Line Item #5 – Contingency

No funds were expended in this category during the quarter.

We continue to believe that things are progressing well with the East Hollywood Business Improvement District, and the Board remains enthusiastic about what they are able to accomplish.

Sincerely,

A handwritten signature in black ink that reads "Nicole Shahanian". The signature is written in a cursive, flowing style.

Nicole Shahanian
Executive Director
East Hollywood Business Improvement District

Revenue		FY 2014	Committed Funds		1st Quarter	2nd Quarter	3rd Quarter	4th quarter	Year to Date
Parcel Assessments		\$210,429.00							
Carry Over		\$49,000.00							
Total Assessments		\$259,429							
Expenditures									
Streetscape/Landscape (37%)		\$107,859			\$12,601	\$0	\$0	\$0	\$12,601
Maintenance (31%)		\$84,233			\$23,403	\$0	\$0.00	\$0.00	\$23,403
Adminstration and Advocacy (18%)		\$37,877			\$17,052	\$0	\$0	\$0	\$17,052
Marketing (11%)		\$23,147			\$816	\$0	\$0	\$0	\$816
Contingency (3%)		\$6,313			\$0	\$0	\$0	\$0	\$0
Total		\$259,429	\$0	\$0	\$53,872	\$0	\$0	\$0	\$53,872
2014 Committed Funds									
* Streetscape: Includes \$30,000 in carryover funds from 2013									
* Maintenance: \$19,000 in carryover funds from 2013									